MERCURY

# Advanced Customer Service Management Training Course

26 – 30 July 2027
Barcelona (Spain)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
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**Ref:** 5001_255944 **Date:** 26 – 30 July 2027 **Location:** Barcelona (Spain) **Fees:** 5600 Euro

## Introduction

There has never been a time when customers have had so much choice of where to get service and goods. The internet has revolutionized the marketplace: customers can research, purchase, and review products and services from their home or office. Customer expectations have heightened.

They demand consistent, professional, and effective service from their suppliers. This highly interactive and fun advanced customer service management program examines in-depth how to build lasting rapport and mutual respect with your customers while you uncover their needs, match them, build respect, and maintain customer loyalty.

Upon completing this advanced customer service management course, participants can become eligible for a customer service manager certification or client management certification, acknowledging their enhanced capabilities in advanced customer services and their commitment to advancing customer service excellence.

As we delve into advanced customer service management training, we aim to empower service manager training with the latest tools and techniques, fostering a culture of Excellence that not only meets but exceeds customer expectations, thus asserting the pivotal role of advanced customer service management in today's competitive business environment.

## Course Enhancements: Advanced Customer Service Techniques

Customer support management continues to evolve with the influx of new technologies and communication channels. In light of this, our course will cover advanced customer service training designed to equip service managers with cutting-edge skills.

Whether you're looking for a customer service management course, a service manager training course, or a customer support manager certification, this comprehensive curriculum addresses all customer service and management aspects. We ensure that our customer service supervisor training integrates the latest trends in customer service communication training, providing a holistic approach to customer management training.

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## Targeted Groups

- Executives, Managers, and Decision-Makers are keen on improving performance by taking their customers to higher satisfaction levels.
- This course is for Customer Service Managers and Supervisors interested in advanced customer service tools.
- This course is for Customer Service Professionals who want to extend their skills and knowledge for higher productivity.

## Course Objectives

By the end of this customer service manager training, participants will be able to:

- Build lasting and meaningful relationships with your customers.
- Use powerful behavioral tools to ensure you secure and maintain a competitive edge within any marketplace.
- Gain a greater understanding of your customer's needs and how to satisfy them.
- Explore the basics of Neuro-Linguistic Programming NLP and Emotional intelligence and discover how they can help you improve your customer service management.
- Influence with integrity and crystal clear communication.
- Create and adapt crystal explicit models for communication between their organization and its customers.
- Get the ability to tailor services to meet their customer's needs.
- Build a long-term relationship between the organization and its customers.

## Targeted Competencies

At the end of this advanced customer service management course, the target competencies will be able to improve:

- Customer orientation.
- Conceptual thinking.
- Balanced decision-making.
- Quality orientation.
- Understanding of prospects' motivation.
- Persuade others.

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# Course Content

## Unit 1: The World of Customer Service Excellence

- What does customer service mean?
- Understand identified Excellence in front-line customer services.
- What are the services and products that you offer?
- Understand the role of NLP and emotional Excellence in customer service.
- What do your customers say about you and your organization?
- What do you want your customers to say?
- Understand myths and legends about customer service.

## Unit 2: Gaining a Greater Understanding of Your Company

- Understand from judgments to behavioral flexibility.
- What are Behavioral traits, and how do you identify them?
- Modify your behavior to match others'.
- Build lasting rapport.
- Sharpen your senses to the signals others are sending you.
- Connect with colleagues and clients at a level that creates deeper trust and commitment.
- Step into another person's shoes to better appreciate their experiences and motivations.
- Body language clues that show how others are thinking and responding to you.
- Non-verbal clues that show if someone is telling the truth.

## Unit 3: Communication Masterclass

- What is crystal clear communication?
- Communication excellence through powerful listening and questioning techniques.
- Think patterns.
- Filters to communication.
- Metaphors and models.
- Use perceptual positions to understand your customers' points of view.
- Logical levels of change.
- Build climates of trust.
- Create well-formed outcomes.
- Communication skills exercises.

## Unit 4: Influencing with Integrity

- The importance of value sets in modern-day business.
- Influence the influencers and high fliers.
- Understand the importance of matching others' language patterns.
- Mirroring and pacing - what do they mean?
- Internal and external references.
- Coaching - a tool for self and others.
- Influence exercises.

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## Unit 5: Conflict and Challenge

- What does assertiveness mean?
- Deal with difficult people assertively.
- Deal with demanding customers.
- Maintain high standards of customer service.
- Review the service that you offer and react accordingly.
- Embracing change for the good of all.
- Personal planning - dealing with your customers.